

# City of Vernon

## Public Information and Participation 2010-2011



### Business Assistance and Community Outreach

**Stormwater Compliance Seminar:** The City of Vernon Health & Environmental Control Department (HECD) hosted, and presented pollution prevention information at, a Stormwater Business Compliance Seminar. The seminar included participation from the Vernon Chamber of Commerce, Vernon businesses (Farmer John, Waste Management, and Simply Fresh Fruit), Vernon Community Services and Water Department (CSWD), and the Los Angeles Regional Water Quality Control Board. Attendance was better than expected which suggests that businesses understand they play an important role in protecting the environment.



**Outreach on Regulations:** The Vernon HECD also distributed a reverse 911 facsimile and e-mail message to all Vernon businesses advising them of the public review and comment period for the Draft General Industrial Activity Stormwater Permit (GIASP). The City of Vernon provided educational support to help business owners and operators understand the technical language and potential impacts of the draft GIASP.

**Earth Day Event:** Vernon HECD also coordinated its inaugural Earth Day Open House. Participants included representatives from the Vernon Chamber of Commerce, several Vernon Businesses, Vernon Light and Power Department, and LA Metro. This cooperative event turned out to be very well attended and highly successful.



**Stormwater Compliance Assistance:** The City of Vernon continues to provide one-on-one stormwater permit consultations for General Industrial Activity Stormwater Permit holders. HECD inspectors conduct a walkthrough of the facility and discuss stormwater concerns and potential improvements to the facility's stormwater pollution prevention plan. This business assistance service has been increasingly popular as most local businesses turn to the City of Vernon for guidance in complying with their General Industrial Activity Stormwater Permit.

**E-Waste Collection:** The HECD hosted another e-waste collection event. Although the state of the economy has encouraged more business owners to repair rather than replace outdated equipment, businesses continue to take advantage of this public service to prevent e-waste from going to our landfills.



**Stormwater Drain Identification:** To supplement the City's existing storm drain stencil loan program, the Vernon HECD and CSWD has initiated a new program of installing stainless steel storm drain markers on private property catch basins. This complimentary service is a long term alternative to the traditional stenciling of the popular "No Dumping, Drains to Ocean" warning to storm drain catch basins which typically require re-stenciling yearly.

**Sustainability Action Plan:** The HECD is in the process of developing a Sustainability Action Plan (SAP) for the City. The SAP is intended to be a living document that will guide the City in developing and maintaining its sustainable infrastructure and minimizing its carbon footprint.

**Recycling Market Development:** The City of Vernon is a member of the Los Angeles County Recycling Market Development Zone (RMDZ) Program. The RMDZ Program combines recycling with economic development to fuel new businesses, expand existing ones, create jobs, and divert waste from landfills.

### **Community Outreach**

HECD presented stormwater compliance and sustainability information at the Food Industry Bureau Roundtable (FIBR) Annual Conference.

Although this consortium is a regional organization of food manufacturers, the City of Vernon understands the importance that Vernon's responsibilities do not stop at the city limits.

The HECD also conducted a presentation on Vernon's Sustainability Program at the first Green Urban Manufacturing Initiative (GUMI) Roundtable. GUMI is a regional effort to educate and encourage businesses to reduce their carbon footprint.

The City of Vernon HECD is a key member in a newly formed Vernon Environmental Committee. The purpose of the committee is to facilitate dialogue and understanding between Vernon businesses, several local environmental justice groups, the City of Vernon, and other environmental regulators towards our mutual goal of protecting the environment.

The City of Vernon continues to promote its Used Oil Recycling Program. The local school staff, students, and teachers play a key role in the success of the program. The program is supported and sponsored by many Vernon businesses in addition to Cal Recycle.

This past year, the HECD published and distributed/posted two new recycling pamphlets and a new sewer spill poster detailing specific agency notification requirements.